



REGISTER MORE SALES WITH
CANADIAN SHOP EQUIPMENT

3 1761 11969253 1

OIK

Government
Publications



CAI
TC
- 2015

CANADA AT SHOPSHOW INTERNATIONAL

**STANDS 41 AND 42
EARLS COURT, LONDON
APRIL 18 TO 21, 1966**

Published by authority of the Hon. Robert H. Winters
Minister of Trade and Commerce, Ottawa, Canada

We take pleasure in welcoming you to the Canadian Exhibit at the 1966 Shopshow International at Earls Court, from April 18 to 21.

This booklet lists the Canadian exhibitors and describes the outstanding shop equipment and specialities they have to offer.

Representatives of the participating companies and the Canadian Department of Trade and Commerce will be pleased to answer inquiries at the exhibition. Information on the full range of quality products and services available from Canada may be obtained at any time from this office or from any of the other Canadian Government Trade Representatives in Britain.

L. H. Ausman

L. H. Ausman
Minister (Commercial)
Office of the High
Commissioner for
Canada
1 Grosvenor Square
London, W.1
Tel: MAYfair 9492





CONTENTS

INTRODUCTION/4

ARTMETWORK INC./5

barbecue machines, garment racks,
turnstile, metal cabinets

DUSTBANE ENTERPRISES LIMITED/6

building maintenance equipment

HICKORY INDUSTRIES OF CANADA LTD./7

barbecue machines

HUSSMAN REFRIGERATOR CO. LIMITED/8

self-service freezers, dairy refrigerators

METALWORKS LIMITED/9

merchandising display equipment,
shop fitting hardware

NATIONAL DISPLAY SPECIALTIES LIMITED/10

sign-painting equipment

PARAMOUNT TAPE AND LABEL LTD./11

supermarket, bakery and meat pre-
packaging labels

TUBE VEND LIMITED/12

manufacturing process for mailing and
packaging containers

UNIVERSAL COOLER/13

Division of Sno-Boy Coolers Limited
frozen-food merchandisers

THE W. C. WOOD COMPANY LIMITED/14

freezers

E. J. WRIGHT CENTRAL LIMITED/15

display equipment, checkout desks,
paper cutters

CANADIAN TRADE OFFICES IN BRITAIN/16

CANADIAN SHOP EQUIPMENT TO SPUR SALES

As every retailer knows, attractive merchandise—effectively presented—is the key to sales success. In every type of retail operation, a diversified stock of quality merchandise is a major concern of the shop owner or manager.

But good product selection is not enough. The enterprising retailer knows that the presentation of his merchandise is equally as important to the achievement of a sound and successful business operation.

At the 1966 Shopshow International in Earls Court, April 18 to 21, eleven Canadian companies are displaying a wide variety of equipment and shop specialties that can contribute to the effective presentation of products to the consumer.

Retailers, shopfitters and architects will find much to interest them at the Canadian Exhibit. There are shopfittings, including display cases and merchandisers of various kinds and designs; self-service refrigerators and freezers for food products; turnstiles and checkout desks for supermarkets and other large retail establishments; barbecue machines for preparing delicious chickens and meats; cleaning equipment for the maintenance of spotless floors; sign-painting equipment for the quick and easy creation of showcards and posters; product labels for staff and customer convenience; and a versatile innovation in tube packaging.

All of these products merit the attention

of imaginative shop owners and shopfitters interested in the techniques of modern merchandising. The self-service method of retailing—long popular in North America—is the trend of the future in Britain, and offers advantages to both merchants and customers. Increased sales are possible without a corresponding increase in costs. The customer enjoys the convenience of making his own selections without pressure, and impulse buying is greater when he can browse at leisure among enticing displays.

Most of the products in the Canadian Exhibit at Shopshow are designed and built to contribute to efficient and effective self-service retail operation. Attractive, convenient display cases, shelving and other merchandising aids give the customer the opportunity to examine the whole product range before buying. Bright and colourful signs, labels and packages further enhance the appeal of the product to the customer. And, of course, efficient cleaning machines keep the store immaculate so that the merchandise is shown to advantage.

Canadian manufacturers exhibiting at Shopshow International are representative of the many Canadian companies producing equipment and specialties to help the retailer spur sales. They can help you to achieve more attractive shops, more efficient operation and greater profits.

ARTMETWORK INC.

6120 Metropolitan Boulevard East
Montreal 38, Quebec, Canada

GARMENT RACKS, METAL CABINETS, BARBECUE MACHINES, TURNSTILES

For more than 40 years Artmetwork Inc. of Montreal has been serving industry with a wide range of quality metal products. Barbecue machines for restaurants and supermarkets, mail boxes and directory boards for offices and apartment buildings, garment racks and other types of metal furniture for stores and shops, turnstiles for store traffic control, metal cabinets with transparent plastic drawers, and many other products for architectural and commercial applications are manufactured by Artmetwork.

At the entrances to supermarkets, auditoriums, rinks and other places where admission must be controlled, turnstiles from Artmetwork will effectively solve the traffic problem. Constructed of bright chrome-finished steel, these noiseless, reversible turnstiles have positive clutch action. Moving parts are guaranteed for five years.

Artmetwork's garment racks are manufactured in two styles—rectangular racks which can be lined up in a row for continuous display, and circular racks which the customer can revolve to bring all garments within easy reach. The stands are finished in black, and hang rods have a bright chrome finish. Height is adjustable, so the same unit may be used for skirts and jackets or full-length gowns at different times.

Champlain barbecue machines by Artmetwork are constructed of stainless steel with removable heat-resistant glass doors. The units are available in a variety of sizes to suit all needs. Champlain machines feature effortless operation and maintenance, with unique plated spit carriers for convenience in loading and unloading. Insulated bodies conserve heat and reduce operating costs.

Metal cabinets with 24 plastic drawers can be used to store small parts and products of many kinds. Cabinets are of cold rolled steel with transparent plastic drawers. Each drawer has a safety stop and adjustable dividers to provide complete versatility in use.



Circular garment racks manufactured by Artmetwork Inc. revolve smoothly so that customers can examine any garment with ease.

BUILDING MAINTENANCE EQUIPMENT

DUSTBANE ENTERPRISES LIMITED

A Canadian company established in 1908, Dustbane Enterprises Limited is a world leader in the manufacture and distribution of cleaning supplies and equipment designed exclusively for public buildings. A full line of floor-cleaning machines and accessories; chemical products for finishing, cleaning and waxing; mops, brooms and brushes; and a variety of related products are manufactured by Dustbane.

Pride of the Dustbane line is the Trojan, a combination floor machine that can scrub and wet-vacuum or polish up to a rate of 16,000 square feet per hour.

This self-propelled, battery-operated machine has no cord to get in the way and leaves no mess behind it—it lays down and picks up scrub water in the same operation. It can be run during working hours in offices, supermarkets, hospitals and other places of business without inconvenience. It requires minimum maintenance and does the work of four men.

The Pirouette machine is designed for portability and for use in small areas. It has a single-phase ventilated motor and a reduction-type gear box. The 16-gauge cable allows operation up to 38

Pickering Place
Ottawa 2, Ontario, Canada

feet from power source. The polishing brush has a diameter of 13 inches.

Also displayed are the MP 17 multi-purpose machine—with ventilated induction motor and adjustable three-belt cushion-drive system for quiet, powerful operation—and the DW 15 divided-weight machine designed for easy, torque-free operation. The DW 15 has fully adjustable, single-belt drive and is small enough to clean under low furniture and fixtures.

Dustbane's 51-25 mop truck, with a total capacity of 21 gallons in two galvanized steel tanks, is also exhibited.



Floor-cleaning machines and accessories of all kinds are manufactured by Dustbane Enterprises Limited. At right is the Trojan combination battery-operated machine that can scrub and wet-vacuum or polish up to a rate of 16,000 square feet per hour.

HICKORY INDUSTRIES OF CANADA LTD.

BARBECUE MACHINES

2015 Drummond Street
Montreal 25, Quebec, Canada

Almost every kind of meat tastes better when it is barbecued—beef, ham, spare-ribs, lamb, and the ever-popular chickens. Hickory Industries of Canada Ltd. manufactures streamlined easy-to-operate machines that prepare all kinds of meat to perfection.

Supermarkets, restaurants, hotels and institutions all over Canada and in many European countries have discovered that a small investment in an HBM machine leads to increased sales and higher profits. The machine in operation is an effective display case—the cooking meat turning on the spits has a strong visual appeal, encouraging impulse buying.

Hickory machines are available in 14 electric and 14 gas-fired models. Capacities, measured in chickens, range from 10 to 110 two-pound eviscerated chickens. A full load of chickens can be completely cooked, with automatic self-basting, in 40 to 55 minutes. Each spit is individually controlled for economical production and easily removable for loading, unloading and cleaning.

The machines are constructed of heavy-duty stainless steel, chrome and heat-resistant glass, with special nylon gears for noiseless operation. Infrared heating elements provide intense heat to seal in juices and reduce fat content. Flush sliding doors allow easy accessibility.

Heat sealing machines are also produced by Hickory Industries.

Represented by:

Douglas A. Lyons
Hickory Industries of
Canada (U.K.) Ltd.
32 Grenville Court
Dulwich, London, S.E.19, England



Delicious barbecued chickens, beef, ham, spareribs—even a whole suckling pig—can be quickly and economically prepared in a barbecue machine manufactured by Hickory Industries of Canada Ltd.

SELF-SERVICE FREEZERS, DAIRY REFRIGERATORS

Hussmann Refrigerator Co. Limited is an integrated operation, manufacturing refrigerated display cases, checkouts, condensing units, walk-in coolers and shelving for food stores in a 227,000-square-foot plant with 400 employees. Hussmann products are sold and installed across Canada and exported to Britain.

Hussmann's Model BHD self-service dairy refrigerator offers four tiers of refrigerated display area, providing space for more variety, more sales and more profits. The shopper has a clear view of the merchandise on all four levels, and the body-contoured front adds to the buyer's convenience. The Model BHD has 25 per cent more refrigerated shelf area than conventional models, with no corresponding increase in the floor space used.

The three upper display shelves in four-foot lengths are easily adjustable and

can be staggered for merchandising flexibility. The upper levels are illuminated by fixtures installed under the top canopy, and the bottom area is lit by fixtures under the 19-inch shelf. A cascade-type forced-air refrigeration system distributes refrigerated air throughout the display, enveloping and protecting it.

The Model B3J self-service freezer from Hussmann has many of the same features as the dairy display case. It provides more display space per lineal foot and offers the same cubic capacity and shelf space as single-deck units in half the floor space. The lower deck has large capacity for frozen foods in demand, while the eye-level upper shelves put impulse items in easy reach of the shopper. Upper shelves are tilted slightly so that products cannot fall out. Each tier is brilliantly lighted with individual fixtures and there is a full view of every package in the display.

HUSSMANN REFRIGERATOR CO. LIMITED

56 Frank Street
Brantford, Ontario, Canada

Hussmann's patented double-air curtain envelopes the display area in a 30° dehumidified air guard, allowing the internal low-temperature refrigeration system to keep foods frozen hard. This efficient, economical unit requires only half as many defrosts as competitive units, resulting in lower, more constant product temperatures and reduced electrical costs.

Both the refrigerator and freezer are available in eight and 12-foot lengths, and may be combined in continuous displays. Both units are finished in rugged white Bondurbrite with stainless steel trim and rail to give protection from shopping-cart damage.

Represented by:
Hussmann British Refrigeration Ltd.
Division of York Shipley Limited
North Circular Road
London, N.W.2, England



The Model BHD self-service dairy refrigerator from the Hussmann Refrigerator Co. Limited has a four-tier display area, completely enveloped by a cascade-type forced-air refrigeration system. All products may be easily seen and reached by the shopper.

METALWORKS LIMITED

415 River Street
Montreal 19, Quebec, Canada

A large and varied line of products is manufactured by Metalworks Limited, a completely Canadian company more than 25 years old.

To produce Roll-it hardware, the company's production line uses high-speed presses and punches, with dies designed and tooled by Metalworks' own engineers. New products are constantly under development by the company's engineering staff, to fill the demand created by the trade and consumers.

Metalworks caters to self-service operations with an extensive line of specialized merchandising display equipment.

The Futura line of self-service merchandisers includes models that can be adapted to any shop layout and product range. Basic units of many sizes and designs can be combined into multiple

MERCHANDISING DISPLAY EQUIPMENT SHOP FITTING HARDWARE

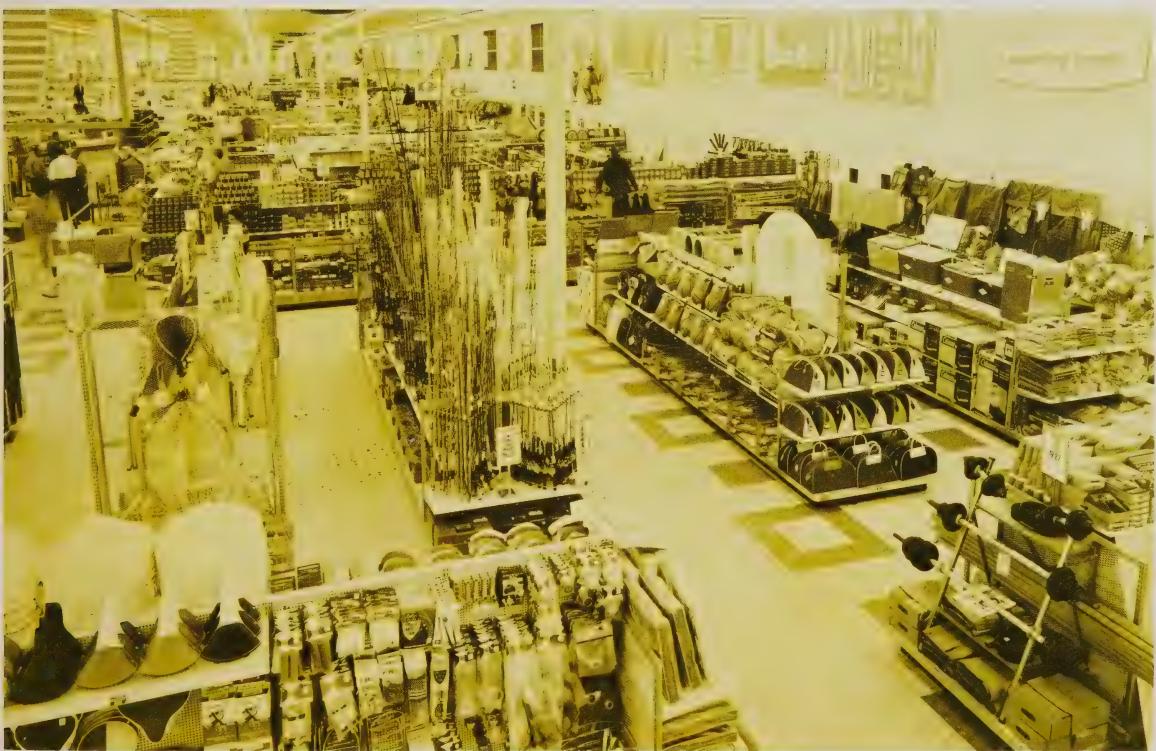
units, with resulting savings in space—all units interlock without the use of screws or bolts. Shelving is vertically adjustable on one-inch centres to give utmost versatility.

Shelf standards and adjustable wall brackets for closed-end and open-end shelving, counter uprights and accessories provide complete versatility in shelving arrangements. Pole-a-rama single or twin-slot tubing, used with any Roll-it brackets and accessories, can be permanently mounted or installed as a mobile unit with spring tension fittings. Garment rails by Metalworks are produced in chrome-plated steel along with round tubing, flanges, hangers, display hooks, brackets and other accessories.

Merchandisers of special interest to sporting-goods dealers include a new

unit designed particularly for guns and rifles. Steel racks of specialized design fit all Roll-it slotted standards and uprights.

Additional Metalworks products include free-standing wall sections, which allow departmental changeovers with a minimum of time and effort; Hook-it fixtures for perforated panel board, to provide a simple and versatile system for impulse merchandising displays; Roll-it strips and dividers, adaptable to any type of binning layout; Change-a-sign plastic canopy moulding and letters to create instant department identification; and many other hardware items for shop installation.



Shelving and merchandising display equipment manufactured by Metalworks Limited is attractive, convenient and versatile.

Professional-looking signs, showcards, banners and posters can be quickly and simply created by the shop owner with sign-painting equipment from National Display Specialties Limited. This Canadian company produces inexpensive compact kits containing all the materials needed to turn out attractive signs that have sales magic. Many displays of fine merchandise are wasted by the lack of good signs and showcards. With National Display Specialties equipment, displays are enhanced and customers are drawn to them.

The NDS kits are easy to use. A wide range of templates gives complete flex-

ibility in lettering and figure styles, sizes and designs. Additional templates for seasonal and ornamental decorations are included. A workboard area, with a graph and clamping device, holds the card and provides automatic alignment —no pencil lines are needed and the paint is applied directly to the card. Flash-dry colours, in dry cake form, can be used on wood, glass and paper.

Brushes are supplied for each colour, so that no cleaning is required when changing from one colour to another. Each kit has a palette with seafoam sponge, moistening jars and colour wells. A booklet, *Signs Made Easy*, gives in-

15 Broad Street
Brockville, Ontario, Canada

structions on the use of the equipment and ideas for designs of signs and showcards to suit every purpose.

Four different kits are produced, with varying numbers of templates and colours. Each kit has its own sturdy vinyl case, with fittings for all components.

Kits sold in Britain are complete with extra templates designed specially for the British market.

Represented by:

National Display Specialties Limited
32 Limont Road, Southport
Ainsdale, Lancashire, England



Sign-painting kits produced by National Display Specialties Limited include all the materials needed to create professional-looking signs, showcards, banners and posters.

PARAMOUNT TAPE AND LABEL LTD.

176 Norseman Street
Toronto 18, Ontario, Canada

Paramount Tape and Label Ltd. produces a complete line of pre-packaging labels for all supermarket, bakery and meat products. More than 2,000 different labels are carried in stock and labels can be custom-printed to suit any special purpose.

Among the bright labels produced by Paramount are self-sticking pricing labels for all types of food products. These labels, in gay and eye-catching colours, may be imprinted with the name of the store or chain. Available in a wide variety of styles, self-sticking roll labels are ideal for irregularly shaped, hard-to-label items.

Paramount Rainbow-Glow labels are printed in black and two or three blazing fluorescent colours in a variety of designs. These are effective, high-impact sales-building labels that focus the shopper's attention on outstanding values. Para-Brite labels are printed in black and one colour of fluorescent ink, and are also available with a wide variety of typeset copy.

Paramount Protecto-Seal labels are especially designed for luncheon meats of all kinds and printed in bright colours on metallic Lustre-foil stock. Paramount i-Appeal stock tapes for produce banding and package sealing are also printed with brightly coloured inks to attract the shopper.

Merchandising labels, self-pricing tapes, price tags, bag-closing labels, item name labels, and special labels designed for use with various types of pricing machines are among the fine products manufactured by Paramount.

Accessories from Paramount include the Pronto pricer complete with 1,000 self-sticking labels and a four-ounce bottle of purple ink, for fast, clear label pricing, and roll-label dispensers of various sizes for use with different types of labels.

SUPERMARKET, BAKERY AND MEAT PRE-PACKAGING LABELS



Labels and tapes for all types of food products are stocked and custom-produced by Paramount Tape and Label Ltd.

MANUFACTURING PROCESS FOR MAILING AND PACKAGING CONTAINERS

TUBE VEND LIMITED

2115 Midland Avenue
Unit #3
Scarborough, Ontario, Canada



The unique flip-shut closure for packaging and mailing tubes is formed in one simple operation by the Tube-O-Gram machine designed and manufactured by Tube Vend Limited.

A new concept in mailing and packaging containers has been introduced in Canada by Tube Vend Limited, a completely Canadian company. The spiral-wound paper tube container, called Tube-O-Gram, does not use caps or curled ends—which are often awkward to use and which may cause damage to the contents of the tubes. Instead, the container's ends are crimped together from two sides, making a complete or partial flip-shut closure as desired. Partially closed ends are used on tubes for calendars, banners, drawings, etc., and may be easily opened with fingertips. Completely closed ends are used on tubes to package small toys, electronic tubes, advertising specialties, pharmaceuticals, samples and other small articles lending themselves to tube packaging.

A simple machine, designed and made by Tube Vend Limited, crimps the ends and finishes the tubes in one easy operation. Tubes can be produced in any length up to six feet and in diameters ranging up to four inches, with varying wall thicknesses.

The simple machine setup allows fast changeover from one size to another, and orders as small as 50 tubes in a single size may be produced economically.

The franchise system arranged by Tube Vend allows an enterprising businessman to achieve high profits in a relatively short space of time, and with a small capital investment. A Tube-O-Gram franchise is granted on a conservative license and royalty basis, and only one franchise is granted in any given area. For large orders or regular users, Tube-O-Gram equipment can be supplied on a rental-royalty basis.

Users of Tube-O-Gram containers will find that a saving of up to 40 per cent can be achieved over other types of containers. Faster, easier handling cuts labour costs, and string, tapes and staples are eliminated. The simple snap closure is a time-saver at the factory and the simple opening is a decided customer convenience.

UNIVERSAL COOLER

Division of Sno-Boy Coolers Limited
Box 648
Barrie, Ontario, Canada

Modern self-service cabinets for frozen foods are manufactured by Universal Cooler, a division of Sno-Boy Coolers Limited. These attractive merchandisers have clean, uncluttered lines, with crystal-clear four-ply glass front and brilliant fluorescent lighting to give maximum view of displayed packages.

Universal Cooler cabinets are manufactured in four sizes, ranging in length from 49 to 85 inches and in capacity from 12 to 24 cubic feet. All models have a front-to-back depth of 31½ inches, with front height of 37 inches and rail superstructure height of 43½ inches.

FROZEN-FOOD MERCHANTISERS

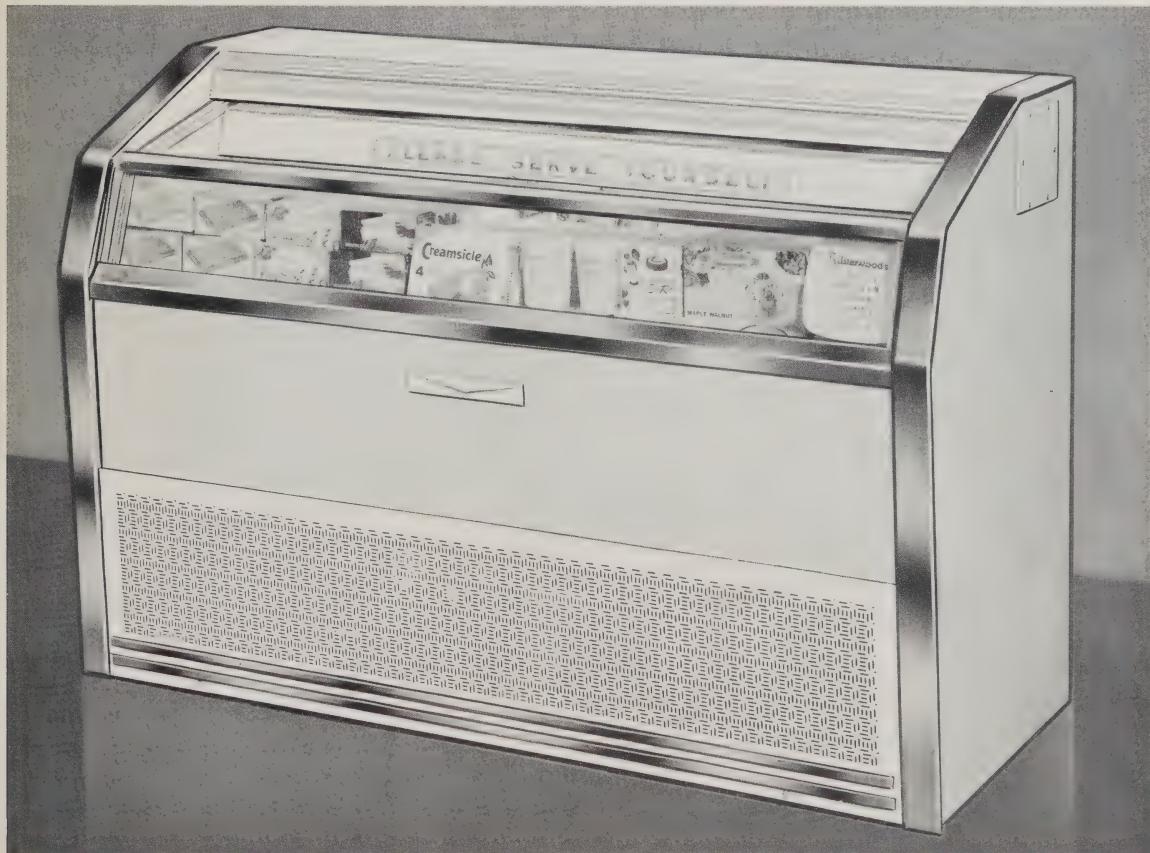
The usable cubic content of these units is high in relation to the amount of floor space required.

Insulated with urethane foam, the Universal Cooler freezers have a special temperature-sensing thermostat. A power-line sentinel light indicates whether the power is on or off—a feature of value to users who turn off cabinet lighting at night. The hermetic condensing unit is under five-year warranty.

The modern, sloping-front design of the Universal Cooler cabinets adds to customer convenience—packages can be

easily seen and selected. The full-width serving opening provides the widest possible display area. A night cover slides smoothly into the superstructure on nylon glides—the two larger models have a two-section night cover. Attractive colour panels that enhance the appearance of the units are available at small extra cost.

Movable wire dividers give maximum flexibility of package arrangement, and steel shelves provide improved use of the deep section of the merchandiser.



Self-service merchandisers by Universal Cooler, a division of Sno-Boy Coolers Limited, are attractive display cases for ice-cream and other frozen foods.

FREEZERS

THE W. C. WOOD COMPANY LIMITED

Freezers for commercial and domestic use manufactured by The W. C. Wood Company Limited range in capacity from seven to 29 cubic feet. The space-saving Wood freezers are insulated with foamed-in urethane, one of the best insulation materials yet developed. Urethane foam provides insulation as effective as a layer of cork three times as thick, or fibreglass twice as thick. Temperature is constant, power costs are minimized, and greater storage volume is provided in relation to the amount of floor space used. The Wood Model 29 Deluxe, for example, measures 78 inches

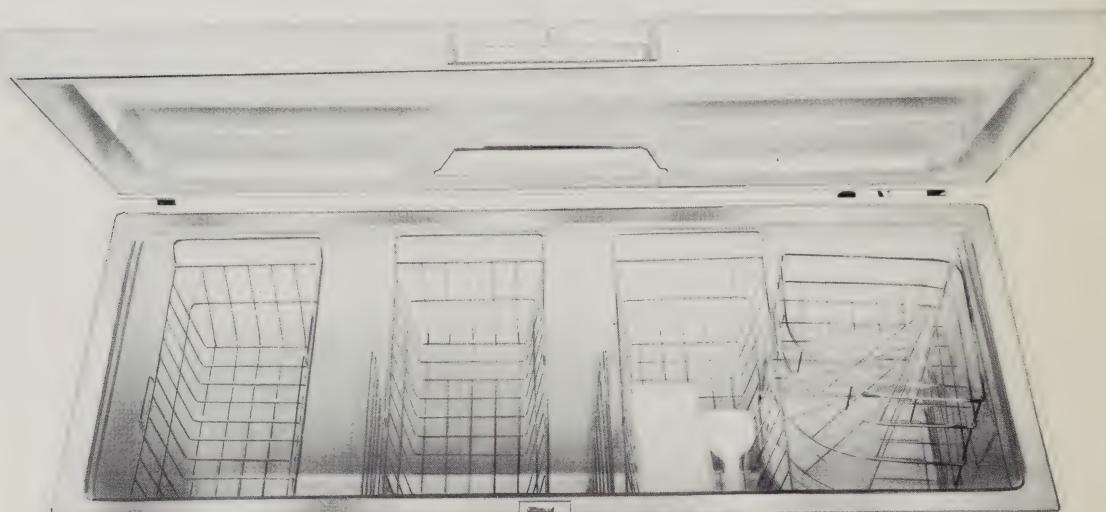
long, 32½ inches wide and 36 inches high, and holds 29 cubic feet of food.

All Wood freezers have hermetically sealed compressors, lid lights, locks, and skin-type condensers which prevent the formation of condensation even under the most humid conditions. A special feature of the Wood freezers is a battery-operated warning system that sounds an alarm when the temperature rises above a pre-set limit. Accessories include baskets, dividers, ice-cube trays and scoops.

The one-piece wrap-around cabinets are constructed of steel, with foam insu-

lation on walls and bottoms, and fully insulated self-sealing lids. The acrylic finish is stain resistant. Thermomastic is applied to all tubing for fast heat transfer. Wood freezers are exported to Britain and to many countries on the Continent. The company also manufactures bulk milk coolers for dairy farmers and a complete line of builders' hardware.

Represented by:
Ace Refrigeration Limited
Bell Street
Whitchurch, Hampshire, England



Woods

Freezers manufactured by The W. C. Wood Company Limited feature foamed-in urethane insulation, providing maximum storage volume with minimum use of floor space.

E. J. WRIGHT CENTRAL LIMITED

Strathroy, Ontario, Canada

An extensive range of shop equipment for retailers is designed and manufactured by E. J. Wright Central Limited, an enterprising family firm in Strathroy, Ontario. Attractive, modern shelving and island display units, mechanical checkout desks and efficient, lightweight paper cutters are among the company's products.

Merchandising display equipment manufactured by Wright Central includes units specially designed for stationery, drugs, hardware, bakery goods and other foods, and many other types of products. The modular construction of the units allows unlimited variety in store arrangement—free-standing equipment is readily convertible to permit the introduction of new departments, the modification of existing departments

DISPLAY EQUIPMENT, CHECKOUT DESKS, PAPER CUTTERS

or seasonal promotions. Wright Central display units are engineered for strength, finished to perfection and styled to enhance the merchandise on display.

The Wright Central Chec-Eze checkout desk for all kinds of self-service stores is designed to speed checkout operations with complete accuracy and careful handling of orders, thus contributing to good customer relations. The single-belt Chec-Eze is ideal for installation where floor space is limited. It incorporates many of the features of the larger twin-belt models—welded steel chassis and body, baked enamel finish, moulded polyester resin laminated packing deck, locked drawers in cash-register stand, removable garbage receptacle, adjustable bag compartments, 18-inch conveyor belt, extra cash drawer, and con-

venient clean-out drawers under belt ends. The Chec-Eze operates efficiently on 110-volt current.

Wright Central paper cutters feature a floating cutter blade, providing tension so that the knife adjusts itself to uneven rolls. Steel cutting knife has rolled edge to permit free travel over paper of any weight. Models are available for use with Cellophane, Pliofilm, aluminium foil, Saran and other wrapping materials. The cutters are built to give years of satisfactory service and are designed to harmonize with modern shop equipment. Both floor and counter models are produced, as well as special industrial cutters, and there are sizes to accommodate paper rolls up to 48 inches in width.



This attractive pharmacy owes much of its appeal to the versatile and sturdy merchandising display equipment manufactured by E. J. Wright Central Limited.

INFORMATION

Officials of the Canadian Department of Trade and Commerce and representatives of the companies participating in Shopshow International will be pleased to answer inquiries at the fair. In addition, information may be obtained at any time from the following Canadian trade offices in Britain.

LONDON

Minister (Commercial)
Office of the High Commissioner
for Canada
1 Grosvenor Square
London, W.1
Tel: MAYfair 9492

LIVERPOOL

Canadian Government Trade
Commissioner
Martins Bank Building
Water Street
Liverpool
Tel: MARitime 2177

GLASGOW

Canadian Government Trade
Commissioner
Cornhill House
144 West George Street
Glasgow, C.2
Tel: DOUglas 6751

BELFAST

Canadian Government Trade
Commissioner
15-17 Chichester Street
Belfast, 1
Tel: 21867



See an impressive display
of shop fittings and
merchandising aids
at the Canadian Exhibit
Shopshow International
Stands 41 and 42
Earls Court • London

WARWICK
ROAD
ENTRANCE

Produced by the Department of Trade and Commerce
Ottawa, Canada

Printed in Canada on Canadian paper
by Dominion Loose Leaf Company Limited
under the authority of Roger Duhamel, F.R.S.C.
Queen's Printer, Ottawa, Canada